

**Working by Committee: Formal and
Informal Assessment
Collaborations-- Assessment
Committees and Beyond**

Southeastern Library Assessment
Conference

October 22, 2013

Presenters

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About the University of Tennessee, Knoxville

- Public University
- Doctoral/Research Institution
- 20,829 Undergraduate students
- 6,189 Grad students
- 1,458 Faculty

About UTK Libraries

- Hodges Main Library
- Pendergrass AgVet Library
- DeVine Music Library
- Social Work Library (Nashville)
- 2.7 million volumes
- 69 Professional Staff
- 83 Support Staff

LIBRARIES

“A strategy is a plan of action with a **shared understanding** designed to accomplish a **specific goal** that focuses on how a given objective will be achieved.”

- Joseph R. Matthews,
*Strategic Planning and
Management for Library Managers*

Brief History of UTK Assessment Planning Group

2002

- LibQual

2008

- Hiring of Assessment Analyst (Staff Position)
- Assessment Working Group

2011

- Hiring of Assessment Librarian
- Reformation of Assessment Planning Group

Forming an Assessment Committee



Developing a Charge – Think Strategically

Needs Based Group Formation

Goal Planning & Brainstorming for Best Result

UT Libraries Assessment Planning Group Mission

The mission of the Assessment Planning Group is to provide support for the achievement of the Libraries' strategic goals and to facilitate continual improvement in meeting user needs by identifying assessment priorities, planning data-driven assessment activities, and communicating and acting on assessment results.

The Group also contributes to fostering a culture of assessment throughout the libraries.

UT Libraries Assessment Planning Group Membership

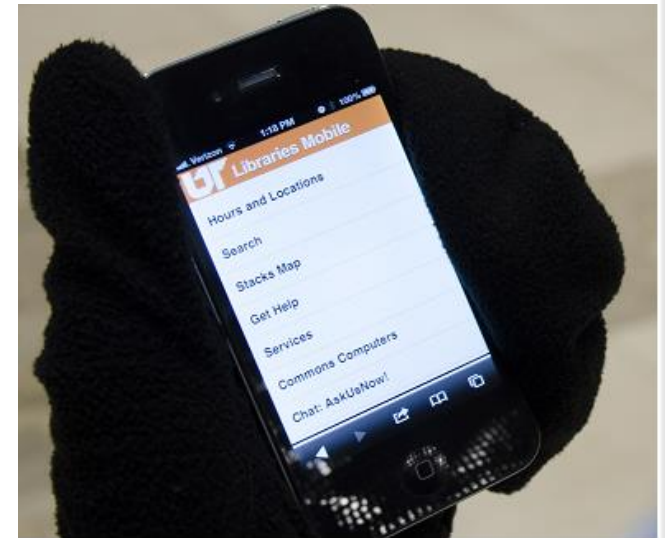
- Chaired by the Assessment Librarian
- Comprised of appointed members of the library faculty and staff, for a total of seven members
- Membership is for a limited two year term, with three new members rotating on each year
- A non-voting advisory body
- Meets monthly or as needed



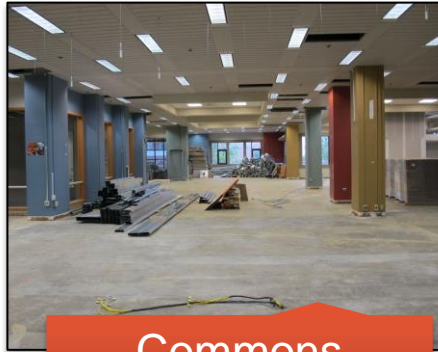
Recent Activities of the Group

- Choosing assessment priorities and developing assessment plan
- Creating guiding values/principles for assessment program
- Consulting on assessment design
- Selecting local questions for LibQUAL+
- Communicating assessment results and plans
- Assisting in data collection efforts

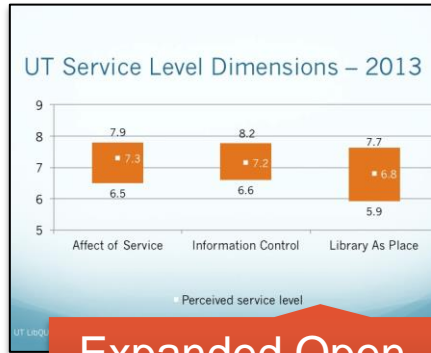
Strategies and Projects to Demonstrate Value



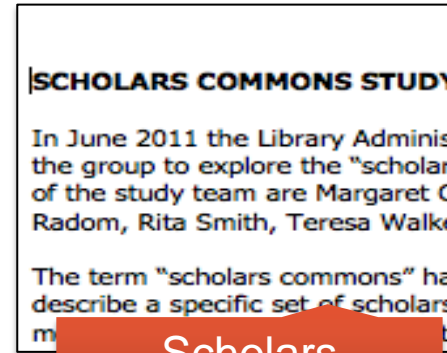
Assessment Outcomes



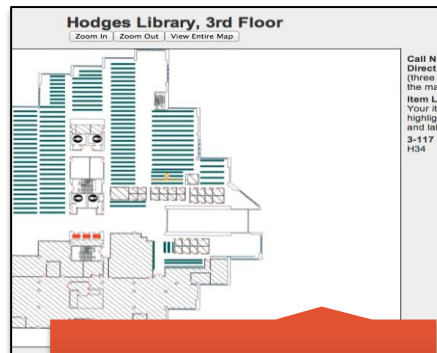
Commons
Renovations



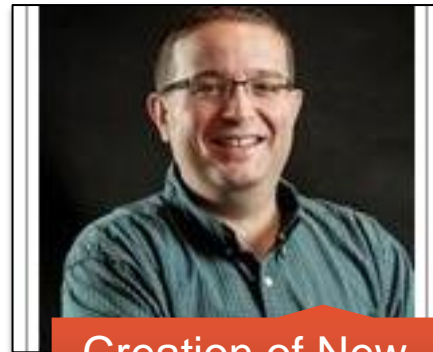
Expanded Open
Hours



Scholars
Commons



Stack Map



Creation of New
Library Positions

Assessment @ the UNCG University Libraries

Southeastern Library Assessment
Conference

October 2013

Atlanta, GA

Kathryn Crowe

Do something bigger altogether



About UNCG

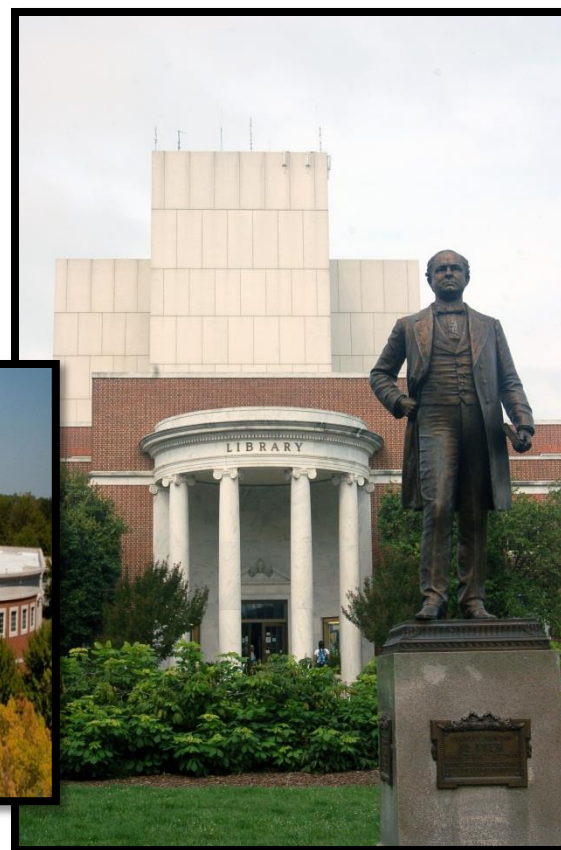
- Public University
- University of North Carolina system
- 17,500 students
- 1,000 faculty

University of North Carolina at Greensboro Founded in 1891



About the University Libraries

- Jackson Library
- Schiffman Music Library
- 1.2 million book volumes
- 37,000+ e-subscriptions
- 500 databases
- Approximately 100 faculty and staff



Who is responsible for assessment?

- Associate Dean for Public Services coordinates
- Assessment and Institutional Effectiveness team established 2008
- Graduate student

Assessment Plan

- The UNCG University Libraries engage in ongoing and sustained assessment to ensure:
 - The Libraries' collection, services and facilities are meeting user needs
 - Planning and decision-making are based on informed evidence
 - The Libraries are fulfilling its mission and goals
 - The Libraries foster a culture of assessment
 - The Libraries comply with UNCG institutional effectiveness requirements

Annual Assessment Plan

- Identify projects
- Determine method, outcome, team
- Tie to University Strategic Plan
- Post results on Assessment LibGuide
- Post report with follow up

Assessment @UNCG

- Office of Planning & Assessment
- Institutional Research
- Student Affairs Assessment
- Institutional Effectiveness Committee
- Student Learning Enhancement Committee
- SACS reaffirmation in 2014

What
Why
How
So what?

Why

How

So what?



Libqual+™ 2008

- Improved signage
- Purchased new furniture
- Added vending
- Added additional computers/tech checkout
- Marketing campaign to UNCG staff

LibQual+™ 2012

- Improved quiet space signage
- Web page improvement

UNCG Staff Survey

- Conducted follow up survey
- Developed marketing campaign
 - Visited Staff Senate
 - Added to new staff orientation
 - Developed brochure
- Staff checkouts more than doubled between 2009 and 2013

Mystery Shopper



- Sought in-depth knowledge of user experience
- Administered first in 2010
- Developed training for staff and students
- Repeated in 2012 with improved scores
- Enhanced culture of excellent customer service
- Improved LibQual+™ service scores (7.47 to 7.92)

Digital Media Commons

- Conducted needs assessment survey in 2010
- Confirmed that there was no assistance at UNCG for students for media projects
- 70% of respondents indicated they would have appreciated help

Digital Media Commons opened in 2012!

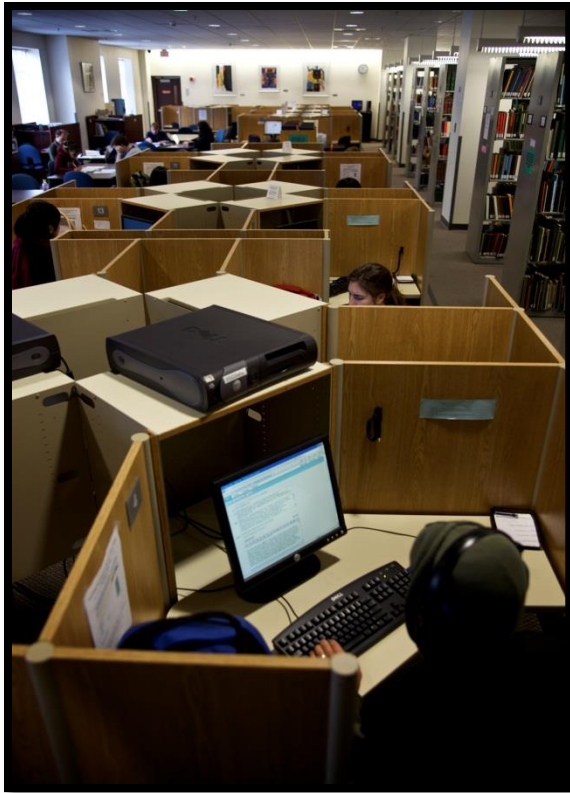


Libraries' spaces

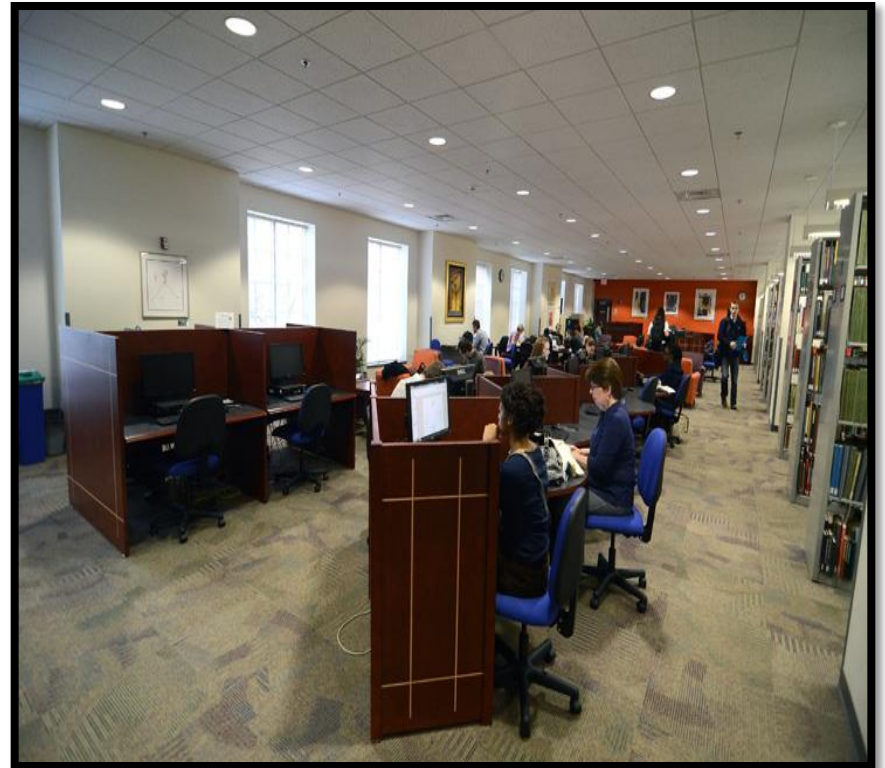
- Collaborated with Interior Architecture class spring 2012
- Examined Jackson Library and Schiffman Music Library
- Provided staff presentations
- Posted projects with recommendations on blogs
- Informed new furniture selections for Schiffman Library

Schiffman Music Library

Before



After



Diversity and Inclusion Survey

Survey

- Conducted with students Spring and Fall 2012
- Explored services and resources for diverse populations
- Received mostly positive results
- Determined there were some issues with international customers

Changes

- Translator on web page
- Welcome and Ask Us signs in different languages
- In-house staff training
- Support for staff to attend campus training sessions
- Improved collections in foreign languages

ClimateQUAL

- Conducted fall 2011
- Focused on three areas for improvement
 - Rewards and recognition
 - Teamwork among professional and paraprofessional employees
 - Building trust in Administration
- Held focus groups and implemented:
 - Staff Development Week
 - Staff training events year round
 - More frequent all-personnel meetings with town hall format
 - Staff portal

Communication

- Annual assessment report
- Institutional Effectiveness report included in Libraries' annual report to Provost
- Results shared in staff meetings
- Results posted on Lib Guide

Future plans

- Digital Media Commons and student learning
- Learning spaces
- Faculty research needs assessment
- High impact practices



**GEORGIA
SOUTHERN**
UNIVERSITY

Georgia's large-scale, small-feel research university

Working by Committee:

Formal and Informal Assessment Collaborations - Assessment Committees and Beyond

*Sonya S Shepherd, MSLS, EdD
Library Assessment Officer*

- About Georgia Southern University
- About Zach S Henderson Library
- Library Assessment in the Past
- Assessment @ Georgia Southern
- Library Assessment Now
- Rethinking Our Assessment Efforts
- Library Annual Assessment Plan
- Select Assessment Projects conducted
- Communication
- Future Assessment Plans

About Georgia Southern University¹

- Public University
- Doctoral/Research Institution (Carnegie Foundation for the Advancement of Teaching)
- Regional University serving Southeast Georgia
- Large Scale, Small Feel University
- Part of University System of Georgia
- 20, 574 students
 - 17, 993 (87%) - undergrads
 - 2, 581 (13%) - grads
 - 16, 739 (81%) - full-time
 - 3,835 (19%) - part-time
 - 10, 625 (52%) - Female
 - 9, 949 (48%) - Male
 - 799 Full-time Faculty



About the Zach S Henderson Library²

- 1.6 million volumes
- 44, 390 e-subscriptions
- 363 databases
- Federal Depository Library
- 19 Faculty
- 35 Staff

² “About the Library” <http://library.georgiasouthern.edu/about>



Georgia's large-scale, small-feel research university

Library Assessment in the Past

- Piecemill
- Not consistent/No coordination
- informal
- Mostly User Satisfaction
- Work flow
- No real communication between departments regarding shared library assessment
- Assessment plans derived most from Lib Admin



Assessment @ Georgia Southern

- Piecemeal
- Not consistent
- Done as needed
 - Office of Institutional Effectiveness
 - established 2011
 - Evidence Based Decision Making
 - began 2005
 - SACS
 - hurry & collect
 - Strategic Planning Committee
 - First Year Experience
 - Quality Enhancement Plan
- Library Assessment - Admin Lead/Silos



**GEORGIA
SOUTHERN
UNIVERSITY**

Georgia's large-scale, small-feel research university

Library Assessment Now

- Library Assessment Officer
 - Assessment Student Assistant
- Dean of the Library
- Associate Dean of the Library
- Department & Associate Department Heads
 - Information Services
 - Access Services
 - Systems
 - College & Resource Services



Rethinking Library Assessment Efforts

- Identify Existing Assessments Conducted
 - including Frequency
- Identify Assessment Tools/Measures Used
- Created Assessment Template/Inventory
 - Used to help write IE Report



Annual Library Assessment (IE) Plan³

- Goal
- Objective
- implementation Strategy
- Measure Tool(s) Used
- Data Collection Process
- Target(s)
- Findings & Analysis
- Action Plan

³ Submitted to Office of Institutional Effectiveness for review & feedback



Georgia's large-scale, small-feel research university

Select Assessment Tools Conducted

- Select Assessment Projects conducted
 - LibQual+
 - Foy Music Listening Center
 - Worklife Survey
 - bibliographic Instruction
 - Student Learning Outcomes
 - Faculty Feedback
 - Distance Learning Survey
 - Discover Service Survey
 - Web Usability Testing



Communicating Assessment Results

- Submitted to Library Administrators & Management Team
 - Discussed at Department Heads Meetings
- Provided to Provost in Library Annual Report
- Submitted to Office of Institutional Effectiveness
- Discussed in library faculty & staff meetings
- Discussed at Library Convocation, Library Day
- Updates provided by email to library personnel
- Reports posted on library news blog
- Reports posted to Assessment Libguide
 - <http://library.georgiasouthern.edu/library-assessment>



Future Assessment Plans

- Collection Assessment
 - book audit
 - e-book v. print book preference among students
- Special Collections
- Communication
 - marketing role of public services librarians
- Customer Service
- Deep dive into LibQual results
 - compare peer/aspirational institutions
- Determine library impact on student achievement, retention, progression, graduation rates



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Links

- UTK Assessment

<http://www.lib.utk.edu/assessment/>

- UNCG Assessment LibGuide

<http://uncg.libguides.com/libassessment>

- Georgia Southern Assessment

<http://library.georgiasouthern.edu/library-assessment>